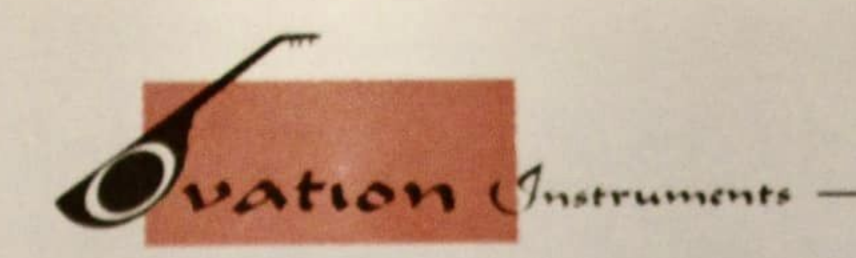


A DIVISION OF KAMAN AIRCRAFT CORPORATION
PHONE 242-4461 • BLOOMFIELD, CONN. 06002

14 November 1966

Many entrees into the musical instrument field have been announced of late, due to the opulent teenage sellers market. Consciousness of this fact emphasized the necessity to select a product image that would generate excitement and command attention of dealers and consumers.

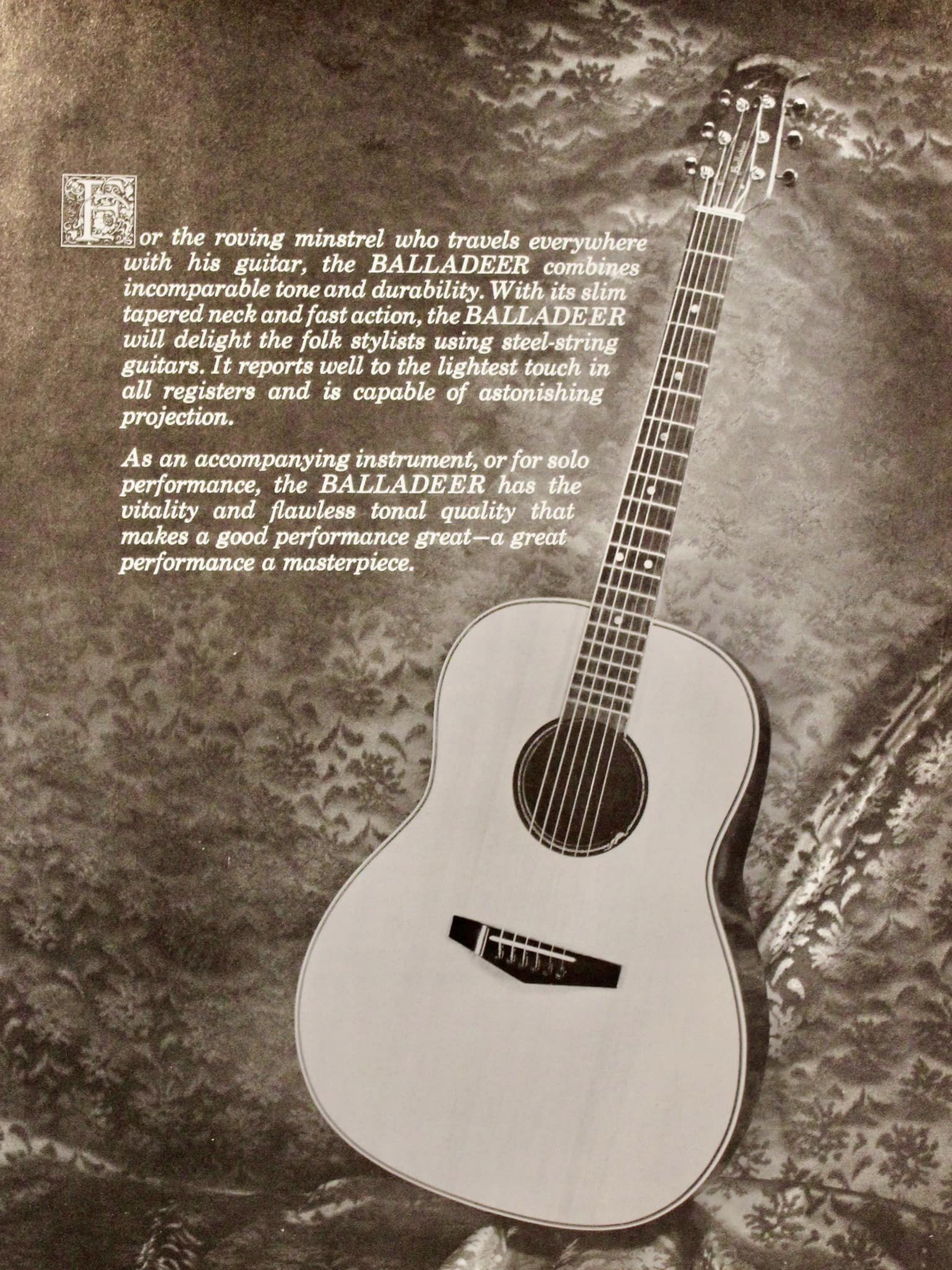
We are immersed in the belief there is no substitute for quality. Quality reflects the integrity of the creator. The degree of perfection necessary to elevate a product image from mediocrity widely varies. It is highly personal and could be interpreted and illustrated in numerous ways. Discovery and creativity are among the most important. These talents can only be realized when you transcend tiresome limitations.

An inquisitive or creative mind can't be compelled to accept, without challenge, dogmatic rules fashioned and established in tradition. A departure from convention, however, is only acceptable when tempered with success, supported by facts and openly displayed and compared to all-comers.

Our request of the industry is to "draw the curtain of tradition aside and with an open mind, examine our products." We invite you to compare and judge whether any rewards of tradition have been sacrificed -- merely for the sake of innovation.

Feeling "MUSIC IS THE UNIVERSAL PASSPORT INTO ANY SOCIETY" we would like to join with you in an attempt to make the music industry even more exciting and productive for all.

J. D. Gurley
Manager


For the roving minstrel who travels everywhere with his guitar, the BALLADEER combines incomparable tone and durability. With its slim tapered neck and fast action, the BALLADEER will delight the folk stylists using steel-string guitars. It reports well to the lightest touch in all registers and is capable of astonishing projection.
As an accompanying instrument, or for solo performance, the BALLADEER has the vitality and flawless tonal quality that makes a good performance great—a great performance a masterpiece.


The DELUXE BALLADEER is the epitome of lush tone and sophisticated design. The unusually powerful projection from all positions is mainly attributable to the parabolic bowl and tapered top. Scientifically designed bracing of the spruce face encourages maximum excursion and results in great resonance and timbre.
The instrument combines the incomparable Grover tuning pegs with the fast action of its very slim tapered neck, to the benefit and delight of the virtuoso who now has the means to fulfill his talent.


The CLASSIC model represents the versatility of the Ovation line. It was designed for standard gut and nylon strings of either high or low tension. The virtuoso requiring an instrument capable of melodic folk styling, concert purity or flamenco pyrotechnics will find the CLASSIC sympathetic and responsive. It displays unprecedented projection of subtle tones and an exciting balance of high harmonic brilliance and mellow, rich depth.
The delicate wheat trim and classical rosette design are compatible with the sensitivity of the instrument.



A DIVISION OF KAMAN AIRCRAFT CORPORATION

BLOOMFIELD, CONN.

HOTEL AMERICA

HARTFORD, CONNECTICUT

November 14, 1966

RETAIL PRICE LIST

The Ovation acousticals are aimed at a medium price range. Retail prices are listed below: (state sales tax additional)

GUITARS

Balladeer	$269.50
Deluxe Balladeer	$369.50
Josh White	$369.50
Classic	$319.50

CASES

Poly Bag	$10.00
Archcraft	$24.00
Deluxe Hard Shell	$65.00

The above prices are subject to change without notice and are f.o.b. our warehouse.

There will be equal numbers of each instrument produced before January 1, 1967, totaling 1000 units. Delivery of these 1000 guitars will be based on the priority of orders taken -- "first come, first served." Thereafter 30-day delivery time will be offered on all models.

M E M O R A N D U M

December 21, 1966

TO: ALL OVATION INSTRUMENTS EMPLOYEES

FROM: JIM D. GURLEY

SUBJECT: SALES EFFORT

- -

Our initial sales efforts have been extremely successful in that more than 1,000 guitars are currently on order. Reception of the instrument has been very desirable.

Trades people, professionals and educators, alike, have continually remarked about the sound and quality of the instrument. A good portion of this success results from your labors.

It is imperative that the instruments shipped be of absolute quality and workmanship. I personally urge each of you to become very conscious of these factors and to improve upon the overall quality in any way possible.

Congratulations, thank you and a very Merry Christmas.

Jim D. Gurley

Jim D. Gurley

JDG:pal

PROGRAM

Reception 6:30

Dinner 7:30

INTRODUCTION . . . . DICK ROBINSON
"The Dick Robinson Show" W.D.R.C. Radio

WELCOME . . . . JIM GURLEY
Program Manager, OVATION Instruments

Demonstration of the
BALLADEER Model . . . . THE BALLADEERS
Hampden, Massachusetts

REMARKS . . . . CHARLES H. KAMAN, *President*
Kaman Aircraft Corporation

Demonstration of the
JOSH WHITE Model . . . . JOSH WHITE
Folk Guitarist, Vocalist, Recording Artist